

**Outreach Committee (OC)**  
**February 24, 2010**  
**Meeting Notes and Next Steps**

**Attendance:** Jake Marren staff liaison; Dave Davis, Beri Kravitz, Donna Vincent Roa, OC members, Steve Cardon, Julie, Moriah Ferullo, guests.

**Meeting Commencement**

The August meeting of the OC convened at 7:15 p.m. on Wednesday, February 24, 2010. The agenda for this month's meeting was reviewed.

**Watershed Protection Committee Communication Needs**

Steve Cardon and Julie from the Watershed Committee presented a statement concerning (1) engaging with the OC to recruit new members for the Watershed Committee, and (2) increasing citizen participation in volunteer water quality efforts like SOS, Adopt-a-stream, Storm Drain Markers.

A barrier identified by the WC members was that water quality info is buried on the City's website and a lack of environmental events and opportunities on the city's calendar on the web.

Group also discussed getting brochures out to the community centers, use of the City's email/listserver. Others proposed asking to place a link for volunteers on the homepage.

Jake will investigate with city staff about improving our web presence on the calendar.

David Davis noted that we are close to completion of an article for Rockville Reports on volunteer opportunities. 3/1

**Advertising Earth Month Events (Rockville Reports, City Website, Web 2.0, Other Channels)**

Beri is working on a draft of an Earth Month Calendar, this should be submitted in a week or so. Jake will take to Joann for posting on website.

**Environmental Management Division Report**

Jake noted the departure of Amanda Matheny and the new city branding initiative.

**Tabletop**

This will arrive from the designer in a few days, Jake will take it to PIO pronto to get it printed.

### **Give-aways**

We now have:

Rulers

Magnifying glass/bookmarks

Clips

How can we add a Rockville message to these items? Members proposed placing sticker labels w/ the city's web address or link to sustainable Rockville. We need to finalize a message and find a volunteer to attach them.

Still searching for CFL's

### **Thank you letters for donors, participants**

These can just go on city letterhead, Moriah will draft a short letter. Jake will keep an electronic copy. David Davis should contact Chris Dighe about his signature for these thank you letters.

### **Earth Hour**

Working to obtain a proclamation from the city to promote this event. Also web calendar presence, and social media messages to promote the event.

### **Recycling Plan**

Jake will ask mark to bring the recycling numbers to the next environment commission meeting.

### **Hometown Holidays (Vendors, Presenters, Commission)**

Jen Betts secured us two, half hour slots for speakers at HH. Group will need to select proposed speakers in the future.

David has compiled a list of vendors; some have submitted applications. The list will need additions from other sources still.

### **Youth Environment Forum**

Donna prepared an initial proposal for programming on Ch. 11. The YEF will focus on teaching recycling facts to youth and to improve recycling habits.

Jake will schedule a meeting with Bridget Broullire from Ch.11 to introduce the topic, and then hopefully facilitate a meeting with Donna to launch the project. [note: preliminary meeting is scheduled for March 1.]

Meeting was adjourned at 9:35pm.